



# Mohamed SaadEldin

## PROFILE

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**professionally qualified technical and business expert with more than twenty years of experience. Proven abilities in defining company direction, achieving targets and developing new and repeat procedures.**

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Nationality *Egyptian.*  
Mobility *Egypt, GCC, EMEA, North America, Europe.*  
Driving Licenses: *Egypt, UAE, KSA.*  
Residence permit: *Transferable Iqama.*

## EXPERIENCE

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**Marketing & Business  
Development Manager**  
**United Float Glass Co.**  
**JUL 2020 – Present.**  
**Yanbu, Saudi Arabia.**

### Strategy and Planning:

- *Lead S&OP process.*
- *Take control inventory & participate with plant operation for production schedule.*
- *Ensure compliance with Business plan & Budget.*
- *Provide information on market and creative trends.*
- *Plan approaches to develop proposals that speaks to the client's needs, and objectives.*
- *Participate in developing the marketing strategy within the overall Company strategy.*

### Business Development:

- *Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.*
- *Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.*
- *Work with management team to identify and evaluate market, new target clients*
- *Identify and evaluate specific new profitable business opportunities.*
- *Maintain an excellent client relationship with existing and potential client.*
- *Manage the current distribution channels.*

### Marketing:

- *Define minimum net and sales prices for each region/grade to be used by sales force.*
- *Identify new products and evaluate and execute new products launch initiatives.*
- *Allocate products to individual markets to maximize profitability on an ongoing basis.*
- *Monitor competitive activities and initiate defensive measures.*
- *Track and report marketing performance (e.g. profitability, netback) per product.*
- *Develop and Maintain Customer Database*
- *Find potential new customers / markets, and continue to grow business in the future.*
- *Identify opportunities for campaigns / social media activities / website update, communication, services, and distribution channels that will lead to an increase in sales.*
- *Introduce new products to targeted segments & consultants.*

**Senior Sales Manager**  
**Huntsman Corporation**  
**FEB 2019 – JUL 2020**  
**Dammam, Saudi Arabia.**

- *Planning and executing solutions for the sales team to deliver to customers Mentoring sales team members.*
- *Identifying business opportunities with current and prospective customers.*
- *Analyzing opportunities by researching the industry and market trends.*
- *Maintaining relationships with larger clients by providing information, support and guidance.*
- *Preparing reports by collecting sales information and statistics.*

**Business Development  
Manager & Senior Account  
Manager**  
**RITVER COATINGS  
(RAR HOLDING GROUP)**  
**OCT 2016 – FEB 2019**  
**Riyadh, Saudi Arabia.**

- *Preparing a plan to startup a powder coatings business in GCC from scratch.*
- *Managing the progress of a powerful business mix (bulk volumes supply contracts, domestic consignment stocks, specifications selling...etc.).*
- *Targeting my old relation prospects to close annual agreements (ALUPCO, Gulf Ext, Eastern Ext, Elite, Emirate Ext, ...etc.).*
- *Sharing in developing marketing materials, catalogs, brochures, Qualicoat approvals for super-durable products.*
- *Sharing in developing a specification manual and a guarantee scheme for specification selling activities.*
- *Building a relationship network with architects, consultants, contractors, fabricators and tighten current relation with clients to support added value selling plan.*
- *Sharing in R&D objectives like developing new products (FBE, Super durable, economic whites, wood finishes, ...etc.)*
- *Planning and overseeing new marketing initiatives.*
- *Increasing the horizontal sales for current customers while attracting new ones.*
- *Finding and developing new markets and improving sales.*
- *Attending conferences, meetings, and industry events.*
- *Developing quotes and proposals for clients.*
- *Developing goals for the development team and ensuring they are met.*
- *Training personnel and helping team members develop their skills.*
- *Territory and time management for the assigned customers/area.*
- *Investigate the economic conditions surrounding our business such as industry trends and competition.*
- *Conduct extensive market research prior to starting up the business and gathering information throughout the life of the business.*
- *Contact professionals such as an accountant, banker and/or lawyer to provide information for our business.*

**BDM and Sales manager**  
**AKZONOBEL**  
**SEP 2011–OCT 2016**  
**Dubai, United Arab  
Emirates.**  
**Jeddah & Riyadh**  
**Saudi Arabia.**

- *Territory and time management for the assigned customers/area.*
- *Investigate the economic conditions surrounding our business.*
- *Conduct market research prior to starting up the business.*
- *Prepare a detailed business plan so not to lose sight of our goals.*
- *Attend trade shows, and seminars to keep up to date.*
- *Develop a situation analysis of the company to assist in the development of a strategic plan for the future of the business.*
- *Making accurate, rapid cost calculations on time. Pitching with the right price, not always giving the lowest quote.*
- *Liaising with sales coordinator to check the progress of orders.*
- *Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.*
- *Reflecting clear image of client requirements to R&D and sharing in developing his needs.*

### Technical manager

#### United Coating Industries

SEP 2006 – SEP 2011

Dammam

Saudi Arabia.

- Performing R&D activities, Formulating and pricing new Products.
- Follow up the raw materials stock, searching for new sources, price, quality wise.
- Cost reduction re-engineered products, formulation and machine setting approach.
- Applying professional procedures, qualicoat and ASTM.
- High profile products, innovative approach.
- Preventive maintenance plan following up and spare parts procurements.
- Domestic and abroad Customers Technical supporting.
- Following production operators and accomplishing their jobs according to time schedule.
- Preparing and following up production plan, production reports (weekly, monthly, yearly).
- correcting any Malformed product (corrective action).

### Technical manager

#### EGYCOAT

#### TIGER COATING

SEP 1999 – SEP 2006

Cairo, Egypt

- Performing R&D activities.
- Recycling of rejected products, raw materials and fine powder.
- Formulating and pricing new Products.
- Applying Tigerwerk production procedure and Qualicoat policies.
- Following up operators and accomplishing their jobs according to time schedule.
- Raw materials procurements and new RMs developments.

### QC In charge

#### CitroMisr Citric Acid

MAR 1999 – SEP 1999

Cairo, Egypt

- Performing QC tests According to British Pharmacopoeia.
- Raw materials checking up.
- Applying VogelBusch quality policies.
- Maintaining the instruments software.
- Following up the sampling procedure.

### QC Chemist & Formulator

#### Al Shrif Plastic Industries

SEP 1998 – MAR 1999

Cairo, Egypt

- Performing QC tests
- Formulating Plastic formulas according to the customers' specifications.
- Research and Developments
- Following up operators and accomplishing their jobs according to time schedule.

## EDUCATION

<b>Institution:</b>	<i>Ain-Shams University</i>	<b>From:</b>	<i>SEP 1994</i>
<b>Degree:</b>	<i>Bachelor of Science</i>	<b>To:</b>	<i>JUN 1998</i>
<b>Major:</b>	<i>Chemistry</i>	<b>GPA:</b>	<i>79</i>

## ACHIEVEMENTS

- Building a life powder coatings business for Akzonobel from scratch all over KSA and Bahrain, in few months.
- QualiCoat approval for EGYCOAT, UCIcoat.
- Building a life export business for Colorama in Kenya, Saudi Arabia and Bahrain.
- Deep knowledge and experience in many business like powder coatings, Polyurethane foams, Float Glass, with vast contacts with customers in GCC, MENA regions.
- A team player to sign a powerful contract for supplying 500MT annually from Akzonobel (Egypt) to ALUPCO in Saudi Arabia and built a close relationship with them.
- conducted first AN market survey for powder coating market in Saudi Arabia.
- Building a life business for Ritver Paints in Saudi Arabia and Bahrain from scratch.
- rebuilt the damaged relationship with customers in UAE and revived a lot of valuable accounts.

## LANGUAGES

Language	Speaking	Listening	Reading	Writing
English	Fluent	Fluent	Fluent	Fluent
Arabic (Native)	Fluent	Fluent	Fluent	Fluent

## SKILLS

- People Management.
- Flexibility.
- Self-confidence.
- Team building.
- Interpersonal Skills.
- Continuous learning.
- Active listener.
- Target driven.
- Positive attitude.
- team player.

## COURSES

- Anti Bribery 2012 Course (Akzonobel Academy).
- Trade Secrets Certificate (Akzonobel Academy).
- Life Saving Rules (Akzonobel Academy).
- Careful Communications Certificate. (SGI Global).
- Fraud Awareness (SGI Global).
- Antitrust Law (SGI Global).
- Global Export Control Course (Akzonobel Academy).
- Akzonobel Code of Conduct (Akzonobel Academy).
- Safety and Environmental Issues Course (Akzonobel Academy).
- Preventing Anti-Competitive Practice (SGI Global).

## IT SKILLS

WORD	<div><div></div></div>	POWERPOINT	<div><div></div></div>
EXCEL	<div><div></div></div>	visual studio.net	<div><div></div></div>
ACCESS	<div><div></div></div>	Miscellaneous tools	<div><div></div></div>